

File Copy
3/1/54fashion
calendar

circle

7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

WEEK OF

january

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

february

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

april

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

may

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

june

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

july

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

august

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

september

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

october

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

november

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

december

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

january

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

february

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

march

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

april

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
-------------	------------------------	-----------------	--------------

WEEK ENDING FRIDAY, FEBRUARY 26, 1954

Friday Feb. 26 11:00 A.M.	SPRING SHOWING OF DESIGNER COLLECTION Lord & Taylor will present Spring fashions by Harvey Berin, Oleg Cassini, Galanos of California, Mollie Parnis, Adele Simpson, Talmack. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Friday Feb. 26 6:00 P.M. Cocktails	SWEATER FASHIONS AT INFORMAL SHOWING Catalina will present an informal showing of sweaters for men and women. By invitation only. N.Y. sales meeting beginning at 9:00 A.M. in the White and Gold Suite. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	HOTEL PLAZA

WEEK BEGINNING MONDAY, MARCH 1, 1954

Monday March 1 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Showing of Spring custom-order fashions during luncheon. Jewels by Van Cleef and Arpels. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-3000. Carlton House Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	JOHN CRICE RICH (57 WEST 54TH ST.)	CARLTON HOUSE CARLTON ROOM
--	---	---------------------------------------	-------------------------------

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED

Monday March 1	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Custom-order and Ready-to-Wear)	PUBL.: RASPONI ASSOC., TE. 8-8171
Tuesday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF, PL. 3-7300
Wednesday March 3	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT, PL. 3-4000
Thursday March 4	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: RUTH SMITH, PL. 5-2600
Monday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL.: FRANCES ANDERSON, CI. 7-1100

Monday March 1- March 2	44TH SEMI-ANNUAL LEATHER SHOWING Exhibit hours: Monday, March 1, from 9:00 A.M. to 7:00 P.M.; Tuesday, March 2, from 9:00 A.M. to 3:00 P.M. Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
-------------------------------	--	--------------------------------------	-----------------------------

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 1	SPRING FASHION SHOW OF TABLE SETTINGS Twelve Spring table settings, inspired by "House & Garden" Fruit and Flower colors, and featuring artificial floral designs by Jack Corelli of the Gorham Company. Open to public. Publicity: Frances Bemis, TR.5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	VARIOUS FLOORS THROUGHOUT STORE
Monday March 1- March 3	FOURTH ANNUAL NATIONAL PRESS WEEK IN DALLAS National Press Week in Dallas for newspaper fashion writers. By invitation only. Member manufacturers include: BROGAN & JENNINGS IKE CLARK SPORTSWEAR JULIE CLARK JUNIORS CLOCK-WISE FASHIONS DEATON OF DALLAS DONOVAN MFG. CO. FACHO CAP CO. RUTH FAIR CO. Contact: Clyda Johnson, Dallas Fashion Center, 1101 Commerce St., Dallas.	DALLAS FASHION CENTER (1101 COMMERCE STREET) GALL NOVELTY CO. THELMA GAY OF DALLAS GREEN BROS. HEIRLINE MATERNITY HIGGINBOTHAM-BAILEY CO. JOHNSTON ORIGINALS KOHEN-LIGON-FOLZ L & L MFG. CO.	ADOLPHUS HOTEL DALLAS, TEXAS editors and syndicate LORCH MFG. CO. MARCY-LEE MFG. CO. WM. S. MILLER & CO. JUSTIN McCARTY, INC. NARDIS SPORTSWEAR VANETTE HOSIERY MILLS WESTWAY SPORTSWEAR
March 1	NATIONAL ADVERTISED BRANDS WEEK. (March 1 - March 10)		
March 1	RED CROSS FUND DRIVE. (March 1 - March 31)		
Tuesday March 2 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Altman's will present Spring fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 2 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
March 2	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 1).		
Tuesday March 2- May 4 7:00 P.M.- 9:00 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE First session: "Introduction to Publicity - What It Can Do, Its Opportunities For A Career." Speakers: Henry H. Hunter, Olin Industries; James J. Devine, Carl Byoir Assoc.; Kimberly Wiss, Wm. E. Robinson Assoc. Fee for course: \$15.00. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON
Tuesday March 2 9:00 P.M.- 2:00 A.M.	MARDI GRAS BALL IN NEW YORK Leading business firms will participate in the Second Annual Mardi Gras Ball, with costumes depicting their product or service, created by stage, movie and other personalities. Costumes will be televised for one hour over WNBT, Channel 4, at 11:15 P.M. By invitation. Price: \$15.00 per person. Contact: Mrs. Henry Stimson, Chmn, 130 East 86th St., BU. 8-6220.	BENEFIT FOR COMMUNITY FUND OF JUNIOR LEAGUE	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 3	ASH WEDNESDAY (Beginning of Lent).		
Wednesday March 3 9:15 A.M. Breakfast	PRESS PREVIEW OF PARIS IMPORTS Russeks will present their Paris import collection to the press. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	8TH FLOOR
Wednesday March 3 9:30 A.M. Breakfast	PRESS BREAKFAST AT FASHION INSTITUTE The Fashion Institute of Technology, now an accredited college, will show their "behind the scenes" work in developing creative and managerial personnel for the Fashion Industries. Dr. Lawrence Bethel, the new president, will meet the press. By invitation. Contact: Shirley Goodman, OR. 5-8130.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH ST. Room 821
Wednesday March 3 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Else Fritz's Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Contact: Else Fritz, EL. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 3 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOWING Showing of Arnold Constable's Spring coats and suits during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
March 3	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 1).		
Beginning Wednesday March 3	FRENCH IMPORTS BY MIGNON Mignon's collection of French imports will be presented at continuous daily showings. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday March 4 11:00 A.M.	PREVIEW: SPRING COATS AND SUITS Ohrbach's will present a press preview of their Spring coat and suit collection from the Grey Room. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR
Thursday March 4 1:00 P.M. Luncheon	SPRING FASHIONS BY GOTHE AT LUNCHEON De Pinna presents Spring fashions by Gothé during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000; Gothé Publicity: Nona James, CH. 4-7658; Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday March 4 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION "Ah! Spring"--fashions by Gunther Jaeckel at benefit luncheon for "The Big Sisters." Price: \$7.50. Contact: GR. 7-1177. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Pierre Fashion Director: Nola Luxford, TE.8-8000.	GUNTHER JAECKEL	HOTEL PIERRE COTILLION ROOM
March 4	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 6 11:30 A.M. Luncheon <i>mar 19 19</i>	SIXTEENTH ANNUAL TOY SELECTION CONFERENCE Over 100 outstanding toys will be previewed from several thousand submitted by the nation's leading manufacturers. Luncheon will be followed by final selection of toys. By invitation only. Contact: ~~Mel Helitzer or Bob Bloch~~ , at Toy Guidance Council, MU. 9-0175.	TOY GUIDANCE COUNCIL (1124 BROADWAY)	PARK SHERATON HOTEL ~~GRAND BALLROOM~~
March 6- March 14	NATIONAL 4-H CLUB WEEK. Theme: "Working Together for World Understanding." Contact: U.S. Dept. of Agriculture, Washington, D. C.		
March 7- March 13	38TH INTERNATIONAL FLOWER SHOW AT KINGSBRIDGE ARMORY, BRONX. Tickets: \$1.50. Publicity for Horticultural Society: Cristano Assoc., PL. 1-1778.		
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 1).		
Monday March 8 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW: ARTISTS' BIENNIAL EXHIBITION The Brooklyn Museum and the Brooklyn Society of Artists will present oil paintings, watercolors, sculpture and drawings by over 90 artists. Private preview Tues., March 9, from 8:00 P.M. to 10:00 P.M. By invitation. Open to public, Wed., March 10 - April 4. Publicity: Gertrude McAllister at Brooklyn Museum, NE. 8-5000.	BROOKLYN MUSEUM AND SOCIETY OF ARTISTS	MAIN EXHIBITION HALL
Monday March 8 1:00 P.M. Luncheon	BOUTIQUE IMPORTS AT LUNCHEON SHOW French imports from Nina Ricci's Boutique in Paris will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director & Show Publicity: Mary Alice Rice, 39 West 55th St., CI. 6-1790.	LA BOUTIQUE (18 EAST 60TH ST.)	HOTEL PLAZA PERSIAN ROOM
Monday March 8 3:00 P.M.	PREVIEW: MURIEL KING'S SPRING COLLECTION Press preview of Muriel King's Spring collection, designed for Stein & Blaine. Also, the store's new fur collection. By invitation only. Contact: Betty Greenburg, PL. 3-7700.	STEIN & BLAINE, INC.	13 WEST 57TH STREET 2ND FLOOR
Monday March 8 4:00 P.M. Champagne	PRESS PARTY AT NEW RETAIL SHOP Formal introduction to the press of new retail sportswear shop featuring "Paris Originals at Popular Prices"---America's first branch of a group of 60 shops on the continent. Special guests: French and Belgian attaches. By invitation. Publicity: June Fae Wyatt, TR. 7-2149 or MU. 3-1192.	PARISETTE FASHIONS	411 FIFTH AVENUE
Monday March 8-11 March 11 <i>24</i>	INTERNATIONAL BEAUTY SHOW FOR 1954 Thirty-fourth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling. Contact: Joseph Byrne, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER
Monday March 8- March 14 <i>mar 14</i>	TENTH ANNUAL ANTIQUES SHOW Annual Antiques Show, this year commemorating the 200th anniversary of the founding of Columbia University. Special feature will be a "Show Business Exhibit." Hours: 1:00 P.M. - 11:00 P.M. daily. Exhibit will close at 7:00 P.M., on Sunday, March 14. Admission: \$1.25 plus tax. Publicity: Larry Gore Assoc., 52 W. 53rd St., EL. 5-4107.	LEADER ENTERPRISES INC. (97 DUANE ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 8- March 17	FIFTY-FIRST ANNUAL AMERICAN TOY FAIR About 1300 exhibitors will show at the 1954 Toy Fair, with permanent show- room exhibits at 200 Fifth Avenue and 1107 Broadway. Contact: Ruth Millard, 200 Fifth Ave., OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS McALPIN & NEW YORKER
Tuesday March 9 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday March 9 11:00 A.M.	PRESS PREVIEW: "PARADE OF DOLLS" EXHIBITION Over 100 dolls from the early Nineteenth Century to the present day will be shown in "living" scenes, with clothes of each period scattered over the furniture. Open to public, beginning Wed., March 10. Publicity: Mr. A.K. Baragwanath at Museum, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE AT 103RD STREET
Tuesday March 9 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Rosette Pennington's Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington Contact: Mary Davies, PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 10 9:30 A.M.- 11:30 A.M. Breakfast	PREVIEW AT NEW SHOWROOMS Preview of Cal-Mode furniture, new creations of Lamp Craft Studios, cabinetry and wall decor by Lee Bernay, including "Irredescia", a new type of mirror. By invitation only. Publicity: Maurice Murray at Jamian Advertising, 30 Vesey St., WO. 2-6020.	LEE BERNAY ASSOCIATES	911 THIRD AVENUE AT 55TH STREET
Wednesday March 10 11:00 A.M.	PRESS PREVIEW: SPRING READY-TO-WEAR FASHIONS Milgrim will preview their Spring ready-to-wear collection for the press. By invitation only. Publicity: Nadine Bertin, CI. 7-7200.	MILGRIM	3RD FLOOR
Wednesday March 10 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Thursday March 11 11:00 A.M.- 3:30 P.M.	ANNUAL FRAGRANCE CONVENTION Fifth annual convention, presenting a five-year review and future plans; also, merchandising and marketing ideas. Luncheon (13:30 P.M.) Ballroom; tickets: \$8.50 each. Contact: Fragrance Foundation, 1 E. 53rd, EL. 5-3168.	THE FRAGRANCE FOUNDATION, INC.	HOTEL PLAZA BAROQUE SUITE
Thursday March 11 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Jay Thorpe will present "ageless" fashions by Taylor Importing Co. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publ: Dorothy Cuburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 11 2:00 P.M.	MILLINERY SHOW BY G. HOWARD HODGE Fashion showing of new Spring hat collection by G. Howard Hodge, who will be commentator. Open to public. Publ.: Frances Bemis, TR.5-7200, Ext.692.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
Thursday March 11 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Presentation of Bonwit Teller's custom-order fashions by Mr. Yanni Evangelides; also, French imports. By invitation only. Contact: EL.5-6800.	BONWIT TELLER	9TH FLOOR
Thursday March 11 6:30 P.M.	GIRL SCOUT MODELS AT EASTER FASHION SHOW "Scouting for Easter Fashions" show to be modeled by Girl Scouts with Robin Morgan, CBS-TV, as guest commentator. Flag presentation ceremonies for 65 new Brooklyn Girl Scout Units. Publ.: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR
Friday March 12 11:45 A.M. Luncheon	IMPORT FASHIONS AT LUNCHEON MEETING The Fashion Group will present its semi-annual International Fashion Show. Report and commentary: Bettina Ballard, Fashion Editor, "Vogue". Co-Chairmen of Ready-To-Wear Division: Adelia Ellis and Alice Burrows. Price: \$7.50 for members; \$10.00 for guests (one guest per member; reservations close Wed., March 10 at 5:00 P.M.) Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF ASTORIA GRAND BALLROOM
Friday March 12 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS March 12: Walter Florell. March 19: Laddie Northridge. March 26: Monica Basel. April 2: William J. April 9: Herma G. Press by invitation. Public by reservation: contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
March 14- March 20	IRISH LINEN WEEK. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
March 15	FEDERAL INCOME TAX DUE (Monday)		
Tuesday March 16 11:00 A.M.	BERNARD NEWMAN SPRING ORIGINALS Bergdorf Goodman will invite the press to a preview of the Bernard Newman collection of ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Tuesday March 16 3:00 P.M.	ANNUAL FALL FABRIC FORUM Annual Fall Fabric Forum for children's wear and accessories manufacturers by "Parents' Magazine", showing Fall fabric, color and silhouette news. Fabric display: 3:00 P.M.-3:45 P.M. Fashion presentation by Mrs. Beryl Tucker, Fashion Editor of "Parents'": 3:45 P.M.-4:15 P.M. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL BILTMORE FOUNTAIN COURT
Tuesday March 16 5:30 P.M. Cocktails	PRESS PREVIEW: "PATH OF THE SUN" FABRICS William Pahlmann will invite the press to preview his new "Path of the Sun" fabrics. By invitation. Contact: Richard Dillon, PL. 9-7306.	WILLIAM PAHLMANN ASSOCIATES	231 EAST 51ST STREET 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 17	ST. PATRICK'S DAY (Wednesday).		
Thursday March 18 1:00 P.M. Luncheon	PHILIP HULITAR FASHIONS AT LUNCHEON SHOW Milgrim will present Philip Hulitar's Spring and Summer collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Nadine Bertin, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA PERSIAN ROOM
Monday March 22 1:00 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES Luncheon presentation of International imports from England, France, Italy and Switzerland, with Gimbels' adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels' Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
March 22-	CARPET FASHION BAZAAR.		
March 31	Contact: Robert Goodwin, Carpet Institute, 350 Fifth Avenue, BR. 9-1033.		
Tuesday March 23 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON SHOW Showing of Zita's Spring boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: RE. 4-0101. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 23 12:30 P.M. Luncheon	DISCUSSION OF COLORS AT LUNCHEON MEETING A panel of experts will discuss color at the National Home Fashions League luncheon. Mediator: Arlene Francis. (Price and more details later.) Contact: MU. 7-8122.	NATIONAL HOME FASHIONS LEAGUE (141 E. 44TH ST.)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Wednesday March 24 12:15 P.M. Cocktails- Luncheon	PRESS PREVIEW: FALL SWEATERS & SKIRTS Preview of the Fall and Holiday collection of Bernhard Altmann and Connaught ensembles, matching sweaters and skirts. By invitation only. Publicity: Frances Hansson at Bernhard Altmann, WI. 7-1818.	BERNHARD ALTMANN CORP. (1451 BROADWAY)	ST. REGIS HOTEL ROOF
Wednesday March 24 12:30 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Showing of custom-order fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nela Luxford, TE. 8-8000.	JOHN CRICE RICH (57 WEST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday March 25 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW Spring and Summer custom originals will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director and Show Publicity: Mary Alice Rice, CI. 6-1790.	HENRI À LA PENSÉE (8 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
Tuesday March 30 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Arnold Constable will present Spring dresses during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 31 12:30 P.M. Luncheon	SWEATER FASHIONS AT LUNCHEON SHOW Luncheon showing of the Pringle of Scotland sweater collection, available at Abercrombie & Fitch, B. Altman & Co., and Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pringle Publicity: Ruth Hammer Associates, EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PRINGLE OF SCOTLAND (24 WEST 40TH ST.)	HOTEL PIERRE COTILLION ROOM
~~Thursday~~ Sunday April 4-14 April 8-21	NATIONAL LUGGAGE & LEATHER GOODS SHOW Showing of luggage, trunks, brief cases, and personal leather goods on 7th, 8th and 9th floors of the Hotel New Yorker. (Press registration on 9th floor.) Contact: Elizabeth Fryman, LE. 2-3960.	LUGGAGE & LEATHER GOODS HOTEL NEW YORKER MFRS. OF AMERICA, INC.	
Tuesday April 6 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Spring and Summer fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 8 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will have its Fabrics Division luncheon meeting. Co-Chairmen of Fabrics Committee: Margaret Ingersoll and Vesta Shaffer. (Price and details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	BALLROOM
Thursday April 8 8:30 P.M.	BENEFIT PREVIEW OF AMERICAN PAINTINGS "American Panorama", an exhibition of American paintings from the collections of the Brooklyn Museum, to be held at the Knoedler Art Galleries for the benefit of The Brooklyn Museum. Forty paintings have been selected, representing over two centuries of American art. Special benefit showing Thurs., April 8 at 8:30 P.M. Price: \$6.00. Open to public through April 30. Admission 50¢. Publicity: Gertrude McAllister at Brooklyn Museum, NE. 8-5000; Leila Wittler at Knoedler, FL. 3-9742.	BROOKLYN MUSEUM	KNOEDLER GALLERIES 14 EAST 57TH STREET
April 12	HOLY WEEK (April 12 - April 17).		
April 18	EASTER SUNDAY.		
April 18	PASSOVER (Sunday, April 18 - April 25).		
Tuesday April 20 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will have their Cosmetics Division luncheon. Co-Chairmen: Leslie Monroe and Ruth Boyle. (Price will be announced later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. HOTEL ROOSEVELT (9 ROCKEFELLER PLAZA)	BALLROOM
Tuesday April 20 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "THE FINE ART OF COSTUME" The Costume Institute of the Metropolitan Museum of Art will present a selection of costume and accessories, chosen for their fabrics and elegance. Private showing Thurs., April 22, from 8:00 P.M. to 11:00 P.M. By invitation. Open to public, beginning Fri., April 23. Contact: Polaire Weissman at Costume Institute, TR. 9-5500.	COSTUME INSTITUTE-- METROPOLITAN MUSEUM	FIFTH AVENUE AT 82ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 20 9:00 P.M. Dinner- Dance	THIRD ANNUAL "APRIL IN PARIS" BALL Third annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital, French Students Fund and The Atlantique. Seven leading French couturiers -- Balenciaga, Balmain, Dior, Desses, Fath, Givenchy, Castillo of Lanvin -- are making a special collection of dresses which will be shown. Reservations--\$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 21 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR "At Home And On The Go"---Oomphies presents Fall and Holiday fashions in footwear at a luncheon show for press and trade. By invitation only. Contact: Patricia Kannon at Oomphies, PE. 6-9444.	OOMPHIES, INC. (350 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday April 21 12:30 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 21- April 30	"PARIS IN NEW YORK"-- SECOND FESTIVAL The Fifth Avenue Association is cooperating with the "Paris in New York Committee" in sponsoring a second annual festival to express friendship for France and to show the influence of Paris upon New York. For benefit of--American Aid to France Student Center in Paris, The American Library in Paris and Relief Projects of the Committee of French-American Wives. Contact: Michael Greer, PL. 3-8376; or Fifth Ave. Ass'n., PE. 6-7900.	PARIS IN NEW YORK COMMITTEE	57TH STREET AND VICINITY
Tuesday April 27 9:00 A.M.- 5:00 P.M. Luncheon	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: \$100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.	ESQUIRE MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS About 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner announcing the 1953 Brand Name Retailer-of-the-Year Awards. Speaker: Lewis L. Strauss, Chairman, U.S. Atomic Energy Commission. Price: \$20.00. Contact: George Hallock or Nathan Keats at Brand Names Foundation, PL. 9-8425.	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS Lord & Taylor will present the Seventeenth Annual Awards Luncheon. (More details later.) Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
May 9	MOTHER'S DAY. Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		
Monday May 10- May 15	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is the Time to Pick Cotton..."--24th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

MOVIES...THEATRE...OPERA...BALLET...TELEVISION

Friday
Feb. 26 PREMIERE: "SHE COULDN'T SAY NO" (Movie) CRITERION THEATRE, B'WAY & 45TH ST.
RKO Radio Pictures will present Robert Mitchum, Jean Simmons, Arthur
Hunnicuttt in a comedy about an oil heiress. Producer: Robert Sparks.
Costumes: Michael Woulfe. Publicity: Frank Petraglia, JU. 6-5050.

Saturday
Feb. 27 OPENING: "THE GIRL IN PINK TIGHTS" MARK HELLINGER THEA., B'WAY & 51ST ST.
Anthony Farrell and Shepard Traube will present the new musical comedy by
Jerome Chodorov and Joseph Fields, with music by Sigmund Romberg, starring
Jeanmaire and Charles Goldner, with Brenda Lewis, David Atkinson, Alexandre
Kalioujny and Robert Smith. Director: Shepard Traube. Sets: Eldon Elder.
Costumes: Miles White. Publicity: George Ross, BR. 9-5906.

Monday
March 1 TELEVISION: NEW "HOME" PROGRAM WNBT, CHANNEL 4
Premiere performance of "Home", NBC-TV's new women's "magazine-of-the-air,"
11:00 A.M.- with seven major features in fashion, child care, shopping, leisure-time
12:00 Noon activities, food and home decoration. Editor-in-Chief: Arlene Francis.
Publicity: Beth Blossom, CI. 7-8300, Ext. 197.

Week
Of SIXTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
March 1 Mon., March 1: Rossini's IL BARBIERE DI SIVIGLIA. Tues., March 2: Mozart's
DON GIOVANNI. Wed., March 3: Verdi's IL TROVATORE. Thurs., March 4:
Donizetti's LUCIA DI LAMMERMOOR. Fri., March 5: Verdi's AIDA. Sat. Mat.,
March 6: Rossini's IL BARBIERE DI SIVIGLIA. Sat. Eve., March 6:
Mussorgsky's BORIS GODUNOV. Publicity: Margaret Carson, PE. 6-1200.

Beginning
Tuesday EIGHTH WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
March 2 Tues., March 2: INTERPLAY, SCOTCH SYMPHONY, ILLUMINATIONS, PIED PIPER.
Wed., March 3: SERENADE, METAMORPHOSES, SYLVIA PAS DE DEUX, CAKEWALK.
Thurs., March 4: QUARTET, PICNIC AT TINTAGEL, PAS DE TROIS, LA VALSE.
Fri., March 5: SWAN LAKE, PICNIC AT TINTAGEL, OPUS 34, BOURREE FANTASQUE.
Sat., Sun., Mat. & Eve., March 6 and 7: THE NUTCRACKER. Tickets: \$1.50-
\$3.60. Publicity: Phillip Bloom, CH. 4-5185.

Thursday
March 4 OPENING: "THE BURNING GLASS" LONGACRE THEATRE, 220 W. 48TH ST.
The Theatre Guild and John C. Wilson will present Charles Morgan's suspense-
ful drama starring Sir Cedric Hardwicke with Walter Matthau. and Maria Riva.
Director: Luther Kennett. Settings: Oliver Smith. Costumes: Noel Taylor.
Publicity: Nat Dorfman, LO. 3-0858.

Tuesday
March 9 OPENING: "THE THREEPENNY OPERA" THEATRE DE LYS, 121 CHRISTOPHER ST.
Carmen Capalbo & Stanley Chase present Kurt Weill's musical drama, adapted
by Marc Blitzstein, with Scott Merrill, Leon Lishner, Jo Sullivan, Lotte
Lenya. Directed by Carmen Capalbo. Settings: William Pitkin. Costumes:
Bolasni. Publicity: Max Eisner, OX. 5-1864.

Thursday
March 11 OPENING: "THE GOLDEN APPLE" PHOENIX THEATRE, 12TH ST. & 2ND AVE.
T. Edward Hambleton & Norris Houghton present a musical by John La Touche
and Jerome Moross with Priscilla Gillette, Stephen Douglass, Kaye Ballard,
Jack Whiting. Director: Norman Lloyd. Settings: Jean and William Eckart.
Costumes: Alvin Colt. Publicity: Sam Friedman, PL. 7-4380.

Tuesday
April 6 OPENING: "THE MAGIC AND THE LOSS" BOOTH THEATRE, 222 WEST 45TH STREET
Alexander H. Cohen and Ralph Alswang will present Uta Hagen in a new play
about a woman advertising executive by Julian Funt. Cast includes: Donald
Curtis and Edith Meiser. Director: Michael Gordon. Settings: Ralph
Alswang. Costumes: Jocelyn. Publicity: Ben Washer, MU. 4-4200.